

## ABSTRACT

A method and system for creating a video signal, with updated information content, for broadcast over a cable channel. A series of content pages are created using a first graphical user interface. The series of content pages is then delivered to a player  
5 located at a cable system provider. Updated content is automatically forwarded to the player over the internet by fetching the updated content from an on-line content source and forming an updated content page. The on-line content source is unaffiliated with the party delivering the series of content pages to the player nor is it the cable channel. An updated content page is broadcast as a video signal over the cable channel.

10 A method and system for issuing an alert over a plurality of channels selected from the group consisting of cable channels, over the air broadcast stations, direct broadcast satellite channels, and public and private closed-circuit video networks. Content pages are created using one or more first graphical user interfaces and then delivered over the internet to a plurality of players at a plurality of channels. A second  
15 graphical user interface is provided that allows a user, unaffiliated with a party performing the delivering or the plurality of channels, to create an alert. The alert is delivered over the internet to an on-line content source affiliated with the user. The alert is automatically forwarded to the plurality of players at the plurality channels, by fetching the alert over the internet from an on-line content source affiliated with the user. The  
20 alert then is broadcast as a video signal over the plurality of channels.